

### **Chase deodorant sequence: Critical analysis**

Our piece had an extremely straight forward narrative, with a beginning, middle and an end. We wanted a classic look therefore we did not undertake any 'fancy' camera work or editing effects. As our piece is an advert, that mocks the AXE adverts, we needed to use a deodorant can that looks like an AXE can, and we used the blurry shot at the end of the sequence as a reference point for the advert. We exaggerated and added a twist to the idea of one person being fought over. Typically it is two boys who physically fight over a girl, but in this case there were two attractive girls, who were meant to look like 'Uptown Girls' with their perfect outfits and make-up. In this piece the effect of the deodorant makes them forget themselves and they lose all control. They pull each other's hair, trip each other up but this is all done in a humorous way. The fact that these two girls fight each other in such a way is in itself humorous.